

THE

# QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS

## Chicago Daily Tribune FACSIMILE EDITION

MOVIES REOPEN  
TONIGHT; ALTER  
STORES' HOURS

The Image of the General



SENATE VOTE  
ON GIFT-LOAN  
SET FOR TODAY

WASHINGTON, D. C., Nov. 22.—The Senate today voted 69-21 to approve the gift-loan bill, which would allow the president to loan up to \$100 million of government property to foreign governments. The bill was passed by a vote of 69-21, with 10 abstentions. The House of Representatives has already passed the bill. The bill is expected to become law soon.

35 Cents

PRINT THROUGH THE ETHER

A facsimile copy of the Chicago Tribune, broadcast by FM Station WGNB, comes in on a recording set that will be part of a demonstration of this new method of newspaper publication at the convention Nov. 22-24. Story on Pages 12-13.

September-October, 1946



The techniques of the scientific method—the research for facts—so outstandingly successful in the physical side of our civilization, have not as yet adequately been applied to our social sphere. Our human engineering has not kept pace with our physical engineering.

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# THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXIV

Founded 1912

No. 5

## Sigma Delta Chi in Convention

**I**N a few weeks Sigma Delta Chi will hold its first postwar convention. It borders on understatement, rather than the usual preconvention bombast, to say that never in its four decades has the fraternity convened at so momentous a time.

This is not because John Peter Zenger's trade is going to hell any faster than usual. Journalism is a mirror to society. At this moment the front page world is in as lively a dither as any news editor ever dreamed in nightmare shortly before he was led away for a long rest.

It will also be the first national gathering since 1941, when war started emptying classrooms of male undergraduates. A brand new generation of campus delegates will see Sigma Delta Chi whole for the first time, and see it suddenly. Most of them will be veterans. They are older, tougher, more realistic than their predecessors. They are likely to be wiser and less tolerant of professional platitudes.

As a professional society, Sigma Delta Chi is properly concerned both with the practice of journalism and the selection and training of men for its practice. The convention program is designed to interest both working journalists and students, together and as separate groups.

**T**HE dominant problem of the day is peace. It is a human "must" to which all decent journalists are struggling to hold a mirror big enough and clean enough to reflect the picture whole and clear. It will be brought dramatically before the delegates when three top news executives discuss a free press for world peace in the convention hall for nationwide broadcast on the University of Chicago Roundtable.

No discussion of peace abroad or progress at home can be divorced for long from the laboratory. Science in another war can ruin our civilization. In peace it can play a major role in advancing man to new heights of comfort and happiness. And science is of immediate practical concern to a profession that lives and advances by communications.

A principal convention speaker will be the reporter who won the Pulitzer prize for his coverage of war by nuclear fission. He will speak on that eight-column line question: "The Atomic Future." At the same time newsroom veterans and beginners, most of them for the first time, will see science in action for journal-

ism in a demonstration of facsimile transmission of a newspaper through the air.

Of special interest to undergraduates will be a panel of five of those remote and legendary characters, Chicago city editors. The unprecedented college enrollment presents problems and opportunities for the revived campus chapters and possible expansion.

A national officer will discuss how best to continue the fine professional support that grew so notably during the war years. A founder will recall the birth of a fraternity almost as old—in some colleges, older—than professional training for journalism itself.

Journalism has many organizations beside Sigma Delta Chi, but they are nearly all specialized groups. This society covers the entire profession—press and radio, magazine and trade paper, teacher and publicist—and its membership includes all ranks in each field. This makes the social aspect of a Sigma Delta Chi convention something special and probably unique.

We can think of no other occasion that would bring student and graying newspaperman, editor and teacher together in such manner. November 22-24 affords a rare occasion for a trade that is usually interested in its work and is more than ordinarily inclined to like the other people in it.

## Not on the Program

**L**AST Spring the present editor of The QUILL celebrated his first year on the job with six paragraphs of apology and hope. He thanked contributors and appealed for more. He indicated an open editorial mind and posed himself for brickbats, preferably printable.

The editorial brought results. But the potential of the magazine is far from realization. It will never be realized until the membership of Sigma Delta Chi considers it a duty and even a pleasure to help make The QUILL a leading professional forum. No editor's ambition, however loyally seconded by associates, can alone create a first-class professional journal.

The QUILL is not an immediate fraternal problem. As a publishing venture it is sailing along on an even keel. It will not be on the convention program along with such insolubles as the atom bomb and how to get one's first newspaper job. But the editor hopes to hear from delegates even if he has to tear out a few handfuls of coat lapel in order to listen.

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## Peace Parley

# Newsmen and News At Paris

By HAL O'FLAHERTY

**C**OVERING the Paris conference produced many problems for the American correspondents along with a lot of sheer joy in the work. The reporter in the foreign field has one of the most fascinating jobs in the world and Paris provided a field day.

The headaches and difficulties were produced by strikes affecting the transmission of dispatches, by language differences, by baseless rumors requiring wasted effort in checking and by Molotov's hesitant translator.

In the first week of the conference, we encountered a long French holiday, two strikes of the local postal employees and a daily fight for transportation. The strikes were more aggravating than harm-



**EDITOR INTO REPORTER**—Hal O'Flaherty usually looks—and is—unruffled even when he assigns himself into a spot like the Paris peace conference.

ful. They knocked down the lines of transmission for a few hours the first time

and for a whole day in the second instance.

Anyone who has covered a conference knows the irritation of having a dispatch lying in a cable or wireless office slowly losing its freshness and with its value as news fading by the hour. When delays extend beyond a few hours, there is no use filing.

**W**HAT is it like to cover the peace conference? You have a ringside seat for history. What you cable home may echo back to help shape the peace itself. It is a major professional experience even for such old hands as Hal O'Flaherty, director of the Chicago Daily News foreign service. But Paris was not all high political romance. This is an account of its less formal aspects.

The conference is a tough assignment and often a dull one. You work long hours and struggle with many languages and constant rumor. You are harassed by Molotov's translator and striking French telegraphers and you scramble for food and transport. But there are bright moments—the delegate with the peculiar manners, the day you saw President Bidault in two places. And there are old friends, the newspapermen you have known for many years.

Hal has been making friends all of his 37 years of reporting and editing. A native of What Cheer, Iowa, he was a teen-age reporter in Des Moines, a United Press bureau manager and a foreign correspondent in his 20's. He became London chief for the Chicago Daily News in 1924, foreign news director two years later, managing editor in 1936. After seven years' executive grind the man who had covered half of Europe saw his chance.

World War I had ended before Hal could get overseas as an airman. He didn't intend to miss the second one. So he demoted himself to war correspondent. In the Pacific, just past 50, he hit eight beachheads—in New Guinea, Kwajalein and Eniwetok in the Marshalls, the Solomons. Last summer he assigned himself to Paris. Shortly before Hal went to the Pacific he was one of five Chicago managing editors initiated into Sigma Delta Chi.

**B**UT the "cawn-fay-rawnce" as the French called it, went right on through holiday and strike leaving newspapermen little time for relaxation. The day started with morning meetings at ten and ended frequently with plenary sessions or commission meetings that lasted sometimes until eleven.

The newspapermen from all of the twenty-one nations and others besides got over to the Luxembourg palace by whatever transportation they found available. You took a taxi if you could get one. Occasionally, it was by Metro and finally after the second week by a special conference bus from the Grand hotel. It was a long hike from the Opera across the Seine to the palace but some did it afoot.

The arrangements for the press at the palace were excellent. The French foreign office did everything it could to make the job easy and pleasant but all of us had to climb the four floors to the press tribunes which were up near the lofty ceiling of the senate chamber. Once up there and in a seat, it was best to stay rather than make the climb again.

So we sat for many weary hours listening to speeches and then to the two translations which were about as boring as anything could be. Once, during a Russian translation that required nearly an hour, I dozed and then snapped awake to

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Ashley Halsey Jr.

**H**OW does a writer read by millions do it? A fact writer like, say, Pete Martin of the *Saturday Evening Post*? Or a fiction writer who sells top circulation magazines? Or the men who conceive and write a national advertising campaign?

On the theory that one of the best ways to learn a thing is to see how an experienced hand does it, the *Saturday Evening Post* is issuing a series of "case histories" of articles, stories and ads appearing in the *Post*. Each is designed to show undergraduates interested in the magazine or advertising fields exactly how experts in those fields go about their work.

A wealth of inside detail on magazine and ad writing, hitherto unobtainable outside editorial offices and agencies, is being made available to college students for the first time under this new educational services program. The material is going out in a form calculated to give the student as quick an insight into concept and method as he could get sitting at an editor's or copywriter's elbow.

The program, a carefully-planned answer to a constant volume of letters over the years from students asking the *Post* how this or that was done, is aimed at bridging much of the wide gap between classroom and "the real thing." It does so by giving a step-by-step presentation of the evolution of articles, short stories and ads, together with the thought and purpose behind each phase of development.

The *Post* consulted students, instructors, editors, article and fiction writers, and advertising experts to get their views. A considerable understanding of journalism students' problems already existed on the magazine. Editor Ben Hibbs himself taught journalism in Kansas for two years. Managing Editor Bob Fuoss (Michigan '33) studied journalism at the University of Michigan.

Associate Editor Edgar Snow, of the foreign staff, took journalism at the University of Missouri in 1925-26 and followed it with a Columbia University extension course in 1927. Among regular fiction contributors are Dean Wilbur Schramm, and Prof. William Porter of the University of Iowa school of journalism; Kenneth Payson Kempton, Harvard journalism professor, and other educators. An

## Peek Over Editor's Shoulder

# Case Histories Show How Writer Does It

By ASHLEY HALSEY JR.

increasing number of younger *Post* authors are journalism school products.

To head the new program, the *Post* wanted someone with a sound professional background who was not too far removed from the undergraduate viewpoint. The choice fell upon John Garberson, a six-foot-six journalism graduate of Iowa State College and another member of Sigma Delta Chi (Iowa State '37). Garberson's experience included editing a Minnesota weekly and holding down a succession of positions in a large corporation's advertising department. For three war years, he served as an Army Air Forces intelligence officer in various areas including China. So he came to the *Post* last February with a well-developed habit of asking questions and getting facts.

**O**NE of the educational services' first moves was to make a survey of 12 leading universities and colleges to finecomb individual reactions. The responses indicated that the program should attempt to dig as deeply as possible into details of article, fiction and ad writing, and explain the "whys and wherefores" involved.

To come as nearly as possible to meeting this demand, the *Post* decided to issue

"case histories" of representative articles, short stories and magazine advertisements. Each is put up individually in a portfolio measuring 9¼ by 11½ inches—a size which can be carried conveniently with campus notebooks.

The basic material consists for the most part of sheets 8½ by 11 inches, the actual size of most manuscript and ad text copy. It is photo-lithed in its "original state," including editing, marginal notes, scribbling and an occasional high-grade editorial doodle.

"Case histories are intended to supplement textbooks, not to supplant them," Garberson explains. "Rather than theorize, we try to report objectively how a particular advertising or writing job was accomplished—with no attempt to pass judgment on whether 'this is good' or 'that is bad.' We're simply trying to do a reporting job. We're learning as we go along, and our plans may change to conform as completely as possible to the needs and wishes of those using the educational services."

**T**ENTATIVE plans for the 1946-47 school year call for issuing 15 case histories. Nine are to deal with advertising, three with factual articles and three with

**S**OME of journalism's finest lessons for students (and others) are lost with finished memorandums on editor's spikes, among crumpled notes and discarded leads in writers' wastebaskets, in bundles of carefully edited copy read for the last time in proofrooms. The *Saturday Evening Post* is salvaging enough of this to offer as fascinating an example of clinical journalistic material as an editor of 25 years' experience can remember.

Ashley Halsey Jr., who writes of the *Post*'s new educational services, is one of the few journalism alumni on the *Post* staff who isn't mentioned in his own article. "Attribute it to shyness, absent-mindedness, or the fact that I worked for the AP when the Associated Press men were largely anonymous," he says.

As a senior at the University of South Carolina in 1930, Ash was editor-in-chief of the weekly *Gamecock* and the monthly *Carolinian*, and an officer of Sigma Delta Chi. He joined the *Post* a year ago after nearly four years in the Navy as a PRO, intelligence officer and aide. Before the war, he wrote for the *Philadelphia Record*, the AP and Southeastern newspapers.

Currently he edits *Inside Information*, the *Post*'s weekly liaison publication which goes to magazine contributors, advertisers, newspaper and radio executives, educators and journalism students, and the *Observation Post* (monthly). He also heads the group of newspapermen who staff the *Post*'s news bureau. Occasionally, he confesses, he finds time to write magazine pieces himself.



fiction. Printings of each are to run 1,000 to 2,000 copies, according to the educational field to be covered.

Because of printing limitations, the Post, much as it regrets it, has found it necessary to restrict distribution to instructors in journalism, advertising, marketing, commerce and business administration. There are not sufficient copies available to supply requests from individual writers and advertising men.

Each case history is being aimed so as to be in the classrooms on the date that the Post containing the case history material appears. The first portfolio, headed "Fact-Writing Case History No. 1," was mailed to instructors on August 14th. It described how Associate Editor W. Thornton (Pete) Martin conceived and wrote his article, "The Private Life of a Private Detective," for the August 24th Post. Illustration and layout procedures were demonstrated and discussed, as well as text.

The second case history, out September 18th, showed how Western Electric and its advertising agency (Newell-Emmett Company, New York) reconverted from wartime advertising to the informative campaign now appearing in national magazines. This case history emphasized the development of a new cartoon symbol dramatizing what the company stands for.

REGARDLESS of whether they deal with factual, fiction or ad writing, the case histories follow the same general arrangements. Each portfolio contains three pockets inside. The left-hand one holds a four to eight page description of the contents prepared by Garberson. This usually consists of a statement of the writer's or advertiser's objective, how he approached it, what possibilities he discarded, how he hit upon his solution and how he carried it out. The full flavor is there.

The first advertising case history, for example, quoted the opening remark attributed to the Western Electric vice-president in charge of advertising when he first saw the agency's proposed new symbol: "Gentlemen, I hate to admit it, but I like it."

The center and righthand pockets are filled with facsimiles of the actual material. Each piece is tabbed as an "exhibit" and keyed to explanatory notes by which the process of evolution may be followed. The Western Electric portfolio contains 13 of these exhibits. Ten of them are artists' roughs and changing conceptions of the new symbol, reproduced mostly in color. On one is the marginal note by which it was rejected: "Figure looks too much like a bug!"

THE case history of the Pete Martin article on how a private detective operates is even fatter. Its 15 exhibits include complete photo-lithed copies of Martin's first, second and sixth (yes, sixth!) drafts of his 4,000-word article, with deletions and changes by the author.

There are also biographic sidelights: Track and humor magazine, University of Pennsylvania; on the Post since 1925 as reader, humor editor, art editor and finally as a writing mainstay who has published more than 100 articles in the magazine, plus much fiction in it and other publications.

The case history tells how Martin inadvertently became the first man, woman or child writer to figure in a case history. He attended a detective thriller movie early in May and began wondering about

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THE QUILL for September-October, 1948

**EXHIBIT**  
**I**  
Fact-Writing Case History No. 1  
Reproduced by  
EDUCATIONAL SERVICES  
THE SATURDAY EVENING POST  
The Curtis Publishing Company

"NO HIM, ANOTHER DEAD BODY"

By Pete Martin

Benjamin Kerin, who lives in the Fordham section of the Bronx, is a man who claims that the movies are hitting it smack on the button when they use the sentence THE CHARACTERS IN THIS MOTION PICTURE ARE FICTITIOUS AND ANY RESEMBLANCE TO ANY PERSON LIVING OR DEAD IS PURELY COINCIDENTAL on a film featuring a private detective. Kerin will go even further than that. He'll go so far as to say that instead of PURELY COINCIDENTAL the movies ought to say PURELY IMPOSSIBLE. Kerin <sup>HIMSELF</sup> ~~has~~ been private detecting since he was seventeen. That was twentyseven years ago and in these twentyseven years Kerin has handled between 3,500 and 4,000 cases.

**EXHIBIT**  
**K**  
Fact-Writing Case History No. 1  
Reproduced by  
EDUCATIONAL SERVICES  
THE SATURDAY EVENING POST  
The Curtis Publishing Company

"WHAT, ONLY THREE MURDERS TODAY?"

by Pete Martin

<sup>CINEMA PRODUCTION ROOM</sup>  
I was sitting in a ~~cinema~~ not long ago watching a hard-boiled private detective picture. I am a sucker for this type of drama, and when a fist or pistol-butt crashed against a skull I ~~was~~ weaved and bobbed in my seat the way some fans do at a prizefight. Alongside me sat Benjamin Kerin, who is a licensed private detective of twenty-seven years experience; in other words, a McCoy private <sup>(when a killer bludgeoned the detective or the detective socked a murderer)</sup> detective, not a celluloid model. Kerin, instead of ducking, laughed every time it happened. 't was pretty scornful laughter.

EDUCATIONAL SERVICES

The Saturday Evening Post

The Curtis Publishing Co.

Philadelphia 5, Penna.

FACT-WRITING

Case History

# I

August 15, 1946

This is the first in a series of Case Histories designed as an aid to students of factual writing.

Each Case History will describe a successful author. The authors selected for study will be writer-editions will be keyed to reproductions of letters, taken from writers' and the Post's files.

Case Histories will also trace manuscripts through they are transformed, after acceptance by the magazine. Again, descriptions will be keyed to actual

Copy from The Saturday Evening Post educational services goes out in the same shape that it reaches the editors. Above, reduced, are opening pages of first and sixth drafts (I & K.) of a Post article. John Garberson (right) heads the service.





## Peace Parley

[Continued from Page 5]

find myself looking at two presiding officers in different parts of the chamber.

I had my eyes fixed one moment on President Bidault of France sitting in the presiding officer's chair on the raised platform of the senate. Bidault had his head leaning on one hand, his eyes were closed and he looked utterly weary.

The next instant, I saw him on my left in the press tribune, the same pose, the same weary look. Suddenly, I realized it was not Bidault but Paul Ward of the *Baltimore Sun* whose hair and brow and upper face are startlingly like those of Bidault.

Paul, who did one of the most painstaking and brilliant jobs of reporting at Paris, was not asleep. He had just succumbed to the unutterable boredom of listening to the droning translation, had closed his eyes and unknowingly assumed exactly the posture of the presiding officer. Paul's voice also is much like that of the French President.

**W**E were all assigned to seats in the press tribunes but there were outsiders and ringers of all kinds who paid no attention to names and who got into the regularly assigned seats. In my section, Alexander Kendrick of the *Chicago Sun* and Bill Fulton of the *Chicago Tribune* found themselves shoved over in a remote nook back of pillars with me, looking sadly at our seats filled with tourists or visiting feather merchants.

Looking down on the delegates provided a small show. All of us spent the dragging hours of translations watching particular delegates. Vishinsky, sitting next to the granite-like figure of Molotov, was always scribbling notes. Occasionally, he would lean over and tell Molotov something, then laugh heartily.

Molotov never cracked a smile. He wouldn't even turn his eyes toward Vishinsky. He never looked clear around at the galleries back of him but once. That was when a moving picture machine started with an ominous click that sounded very much like the cocking handle of a machinegun. He looked around quick that time.

Then there was the delegate of the

flamboyant headdress who continually picked his nose. Never was there such a nervous habit so obviously indulged. From the time he sat down until he left the senate chamber, he was at his beak of a nose until many of us were ready to scream. And we couldn't help watching him.

**B**UT the real joy of the conference coverage was to be found in the daily roundups at the American Press Club. It was just a little restaurant in the Hotel Castille on the Rue Cambon, near the Opera. Some of the regular resident correspondents in Paris got together and made a deal with the hotel. Then they hired a manager, a chef, and four waitresses to run the club to which we repaired three times daily. The charges were moderate, the food was good and the companionship more than pleasant.

It was at the correspondent's mess that I found Hank Wales of the *Chicago Tribune* with whom I worked and played thirty years ago in World War I in these same surroundings. And great-hearted Larry Rue, veteran of a whole generation of adventures in the foreign field.

Here also were Russell Barnes of the *Detroit News*, able writer and expert on things French who led us on unforgettable jaunts through the byways of Paris, Bill Player of the *New York Post*, Bob Eunson of *Associated Press*, a colleague from the rugged combat zones of the Pacific, Ed Beattie and "Shack" Shackford of the *United Press* and the gifted group from the *Christian Science Monitor*.

The atmosphere of the mess hardly can be defined. It was intimate and cheerful. It was helpful because all of us were beset by the same problems. Maybe it was the waitresses. One was beautiful, one was buxom, one was a wag and one was statuesque. All were friendly and tolerant of the abuse of their language by foreigners. The mess at the Castille is destined to play a part in the fiction of tomorrow because it was the meeting place of men who some day will write about the peace.

**W**ITH my hard-working and kindly colleague, Paul Ghali, I made the rounds of the delegations and the representatives of the five defeated nations. We entertained some of the groups and absorbed the bills for food without screaming in the presence of our guests. We attended a few receptions such as the

one given by the American ambassador, another by the staff of *Time*, *Life* and *Fortune*. It takes about three or four of these receptions to convince the visiting American that champagne is a cause of indigestion if not things worse.

But in the main, the correspondents kept strictly to their coverage of the conference. There was a minimum of night-clubbing and the reports of the ones who went to the night spots as recounted at breakfast the next morning were enough to keep most of us writing or reading at night. A bill for a dinner for two at one night club ran into multiple thousands of francs with little food to account for the size of the addition.

The correspondents soon learned not to order off the menu. If the head waiter brought up fruit, or cheese or even simple side dishes, the thing to do was refuse. It was on such items that the big charges could be made. One unwary lady paid two hundred francs for her lunch and three times that amount for berries and cream.

**M**ETHODS of work among the correspondents haven't changed since my first experience with international conferences back in the early 'twenties. The younger newspapermen are just as able and just as keen as any of my generation. As a matter of fact I believe the younger men are better linguists and for that reason faster and more competent in the struggle for new leads.

All through the conference I found the Paris edition of the *New York Herald Tribune* a great help. It is a cleanly edited, lively newspaper staffed with well-trained American newsmen such as Geoffrey Parsons and a score of others. It is a newspaper that any American can hold up with pride beside anything coming from London or any sheet published in Paris.

The whole course of world events may be changed by the work that has been done in Paris during the past few months. If things go well, it will be due to the opening up of all conference sessions to the whole press and in no small measure to the eternal vigilance of the men who wrote the stories and otherwise recorded the course of the negotiations.

If, on the other hand, the world finds itself again in difficulty, the causes will be carefully annotated in the daily record prepared by reporters who were able to make it accurate and interesting.

## Case History

[Continued from Page 7]

whether private detectives really lived through the knock-down-and-drag-'em-out melodrama that he saw on the screen. His curiosity took the form of a memorandum to Messrs. Hibbs and Fuoss (Exhibit A in the case history) wondering whether there might not be a good, humorous article in the difference between a Humphrey Bogart sleuth and the real, prosaic gumshoer. From there, the case history chronicles the author's fond care of facts.

Exhibit B is Martin's memo to the *Post* library, asking whether magazine articles had been done on the subject before. C is the library's memo saying "No" and listing book references on detectives. At that point, the author singled out a Bronx detective, Benjamin Kerin, took him to

a special screening of a detective thriller and got his scornful reactions.

Next come several unusual exhibits. One is a special questionnaire which Martin sent to leading detective agencies to check on whether Mr. Kerin's reactions were generally representative. Another consists of a typical reply. After getting the manuscript in final form, the case history takes its readers on with a rough miniature of the magazine page layout, copies of rejected photographs with the reasons for their rejection, and a finished layout.

**A**T first, there was considerable concern around the *Post* over whether authors and advertising agencies would submit to the polite dissection of their brain children for the benefit of journalism students. On the advertising side, ten of the bigger agencies were quick to enlist themselves in the project after detailed discussions. Among the writing fraternity, a long list of leading authors agreed to cooperate. The only refusals

occurred where writers frankly admitted that their methods, though productive, were so helter-skelter as to defy correlation in case history form.

The reaction to the first of the case histories was so good that Garberson was able to report: "Although we didn't ask for acknowledgment or comments, we have already received some pretty nice apples from the teachers." Among the representative responses were:

DR. F. S. SIEBERT, director, school of journalism, University of Illinois: I have just spent a most engrossing half hour going over Fact-Writing Case History No. 1. It is exactly the kind of thing we need in our magazine writing courses and I am sure students will profit from its study. I am looking forward to receiving future issues of the case history series. Congratulations on an excellent job.

PROF. RALPH L. CROSMAN, director, college of journalism, University of Colorado: I am very enthusiastic about this

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# Business Editing As Career

By FRED C. CROWELL JR.

**L**IKE many another member of the writing craft, I've turned out thousands of pages of copy—but never once have I inflicted my thinking on unsuspecting members of my own profession.

Nor would I be breaking that unblemished record now were it not that I have a burning desire to prove to as many of you as is humanly possible that modern businesspaper journalism generally is blessed with countless virtues and represents "opportunity unlimited" as a career in the full sense of that word.

Many of you readers of *THE QUILL* are dyed-in-the-wool newspaper men. Many of you probably have tasted the fruits of radio news and continuity success, or of publicity or creative fiction and feature work. All of you who are established in some branch of the craft ought to know more about the businesspaper press. And surely those of you who are seeking a career in journalism can profit from a fuller knowledge of this vital, fast-moving branch of journalism.

As a businesspaper editor, I have a rule in our shop with regard to feature articles. They must, above all else, be helpful to the majority of our reader audience! If an article doesn't pass that simple test, we don't use it. I'll try in this brief "take"



**BUSINESSPAPER EDITOR**—If we say "newspaper" why not "businesspaper," asks Fred C. Crowell Jr., author of the accompanying article. *The Quill* agrees. (So, we hope, will the printer.)

to swallow my own medicine in that important respect.

**H**OW many times have you read articles on journalism which started out . . . "So you want to write, do

you? Well, take it from me (I'm an old hand, just ask me!) it's a hard row to hoe. Only one out of a thousand make it, and probably you won't be that one. But, just in case you are still interested, here is how it's done. . . ."

Businesspaper journalism isn't like that. Businesspaper journalism happily combines most of the intriguing things that make daily newspapering interesting with some stabilizing advantages of more solid and prosaic types of reporting and writing.

If you are still in school, or if you are still making an effort to get settled in the type of work you like and the type of work that likes you, there is a good chance that the businesspaper field is for you.

**H**OW can you find out? That's easy. Find the office of a businesspaper and sit down and talk with its editor. If he knows his business and if his paper is a credit to the industry it serves, here are some of the things he will tell you:

The modern businesspaper is neither sycophant nor shrinking violet; vulture nor leech. I take great pleasure in developing that point. A good businesspaper can be one of the most powerful and constructive influences in the industry it serves. Good businesspapers are read and read thoroughly.

Their staffs are respected and held in high esteem by the industrial leaders. Their vigilance, their campaigns, their "slanting" of the news and their everlasting watchfulness of the public interest mould the course of business events far

[Concluded on Page 16]

**S**IGMA Delta Chi editors of businesspapers are becoming articulate about a field of journalism that is too little known to the men who work on general circulation publications. *The Quill* is delighted to print their story, doubly so because they seem to be happy at their work.

Last winter, Julien Elfenbein, author of the now standard "Business Journalism," surveyed the field thoroughly for *Quill* readers. In this article Fred Crowell grows almost lyrical about the business journalism field. And Fred is an expert on insurance, a business that is distinctly on the cautious side.

He is vice-president and editor-in-chief of the Insurance Field Co. of Louisville, Ky., which publishes two national weekly insurance news magazines and other periodicals. He is also the author of "Insuring Our Business," and of numerous articles in general business magazines.

Fred was a Sigma Delta Chi at Iowa State College before reporting for the Cedar Falls (Iowa) Daily Record and the Wau-pun (Wis.) Leader News; he was managing editor of the Ames Milepost and entered business journalism by the free-lance path.

He estimates there are 1,600 businesspapers in the country. Other estimates run even higher. The high quality of their content and makeup would amaze those who have not browsed through a well-stocked magazine rack in recent years. It is a promising field for young Sigma Delta Chi.



# Technical Journalists Wanted, Survey Shows

By ROBERT W. SHAW

**I**S there a great need for writers who have both journalistic ability and the proper training in the technical fields?

An emphatic "yes" was given by the editors of thirty-one of the nation's leading agricultural and conservation magazines in their answer to this question in a survey of fifty periodicals made by the author last summer.

Eight editors said that they had no lack of good writers, and twelve others did not answer this question on the survey. However, in most cases where the answer was in the negative, the periodical proved to be one of a generalized rather than a specialized nature.

This opinion of the majority of the editors suggests many opportunities open to the journalist not only with a conservation background, but with other kinds of technical training as well.

**O**THER answers on the survey indicate that the correlation between editorial space allotment and circulation breakdown is not good. The sufferers are the minority readership groups which are not getting subject matter in proportion to their reader interest.

Some editors said that they just used worthy material as it came into the editorial office. While this might be sufficient in providing for the largest reader group, it has not given foresters, sportsmen, public officials, and certain professional men and women the amount of subject matter due them.

More than one editor said that many subjects were inadequately covered not because of failure to provide space, but because he could not publish what he did not get. This would indicate that not enough writers were submitting adequate copy on such subjects as farm forestry, soil conservation, conservation in general, and fish and game management.

**F**ARM forestry offers the writer a potential field where the reader interest far exceeds the number of such articles appearing in any of the magazines studied.

Farmers comprised from 90 to 100 per cent of the circulation in eighteen of the fifty publications, but the subject of farm forestry did not receive more than 5 per cent of the editorial space in the thirteen periodicals in which the subject was discussed.

Soil conservation is another subject having a reader interest far out of proportion to the amount of space it is allotted. The readership potentiality of this subject among the minority groups who are reached in some degree by forty of the magazines in the survey, is much greater than the number of articles published in their interest.

Fish and game management is of vital interest to all sportsmen. Yet this subject received a minimum of space in ten periodicals read by this class of reader.



Robert W. Shaw

**R**ESULTS indicating the source from which the material came, showed that of the fifty periodicals, thirty-three had material written by the staff, twenty-seven used subject matter from free-lance writers, and nineteen got some material from writers on direct assignment.

However, twenty magazines reported 50 to 100 per cent of their material written by the staff, ten periodicals said that the same amount was written by free-lance writers, and only three publications had more than 50 per cent written on direct assignment.

Previously, many publications received a greater amount of articles written by free-lance writers, but during the war such contributions gave way to a larger percentage of staff-written material.

There is a demand for good articles from free-lance writers, said H. R. Cosline, associate editor of the *American Agriculturist*, but it is a fact that most men who have the best stories to write are either not interested or too busy to write them.

**I**N spite of the decided agreement of the scarcity of good writers, it is not true that journalists with ability and technical training are entirely lacking from the conservation scene.

Leo A. Luttringer, chief of the division of public information, Pennsylvania Game Commission, said that the *Pennsylvania Game News* has not discovered a lack of such writers, and that some of the best naturalist-authors in the United States, as well as outstanding professional men in the wild-life field, were contributing to the magazine.

Perhaps one of the most interesting observations was made by Russell Lord, editor of *The Land*, a publication of the Friends of the Land Society. Mr. Lord said that there is naturally a relative shortage of persons who write well and are possessed of technical knowledge.

He said that he has almost concluded that the reason why most technicians write so stiffly lies in "a rather spurious, or pretended jargon of objectivity which they impose upon themselves as a mark of scientific respectability." Mr. Lord commented that when they get so they are bursting with something to say, they can write as well as anyone else, or even better.

The writer who is interested in this field of journalism has the encouragement of Clarence Poe, editor of *The Progressive Farmer*, who said that there are not as many men or women qualified to become agricultural writers or editors as the demand calls for.

There is still a question as to what the qualifications might be, but perhaps the most important asset for a writer is to be bursting with something to say before it is put down in writing. And it should follow that the better his technical background, the more likely he has something to say.

**"FORESTER into Journalist"** covers the program of Robert Shaw, another ex-G. I. who figured out a peacetime career while fighting overseas and came home to prepare for it with more education.

Graduated as a forester at Purdue University, he worked for the federal and a state government and a lumber company before enlisting in the Army in 1942. Discharged last January after service in the Pacific with the 81st "Wildcat" Division, he went to Indiana University for journalism.

Bob is forester enough to believe in conservation. He hopes to become journalist enough to fight for it. As a practical fellow, he wrote 50 editors to find how they felt about the need for technical journalists. This article is the result.

Bob is returning to Indiana where he was elected to Sigma Delta Chi last Spring. His plans constitute an interesting one-man example of programs of technical journalism that are being instituted at a number of schools of journalism.



## On-the-Job Training for Vets

# How G.I. Bill Ekes Out Beginners Starting Pay

By THOMAS E. RICE

**A** VETERAN interested in journalism as a profession, but hesitant of applying for a job because of the low beginning wage, may find the answer to his problem by simply inquiring at the newspaper on which he would like to work.

He may learn that the newspaper of his choice has the "on-the-job" training program in operation. If hired he would start at the beginner's rate plus \$90 per month (if he were married), which makes a substantial living wage.

Here is how the plan works. The veteran is inexperienced, and the beginning wage, for example, is \$27.50 a week, or \$110 a month, which is hardly enough to get by on. Under the G.I. Bill of Rights, the government will supplement that with \$90, if he is married, making a total of \$200. A single man would receive \$110 plus \$65.

To be eligible, the veteran must have had active service in the armed services during the period covered by the G.I. Bill. He must have a discharge other than dishonorable and active service of at least ninety days. The training course must be started within four years after discharge or the end of the war, whichever is later.

If the veteran is eligible he files Form 1950 with his regional office of the Veterans Administration. This form is entitled, "Veterans Application for a Course of Education or Training." He attaches to this form a certified copy of discharge or release from active service.

If he is married, a certified copy of the marriage certificate issued by the Clerk of Courts must also be attached (photostatic copies are not acceptable). When this application is approved, the Veterans Administration sends the veteran a "Certificate of Eligibility and Entitlement."

After he obtains a trainee job with a newspaper whose training program has been approved by the state approving agency, the veteran signs the "Certificate of Eligibility and Entitlement" and gives it to the employer.

Many newspapers are using this program. More than forty in Illinois alone already have begun the training, and the number is increasing every month. The job training programs are limited to a period of two years with the exception of programs that have Public Law 16 (disabled veteran) trainees.

In order to be approved the newspaper must place the veteran under the supervision of a competent worker who has demonstrated ability to instruct. Its training program must be organized in a logical sequence, and should have adequate facilities for providing good training. A roundtable discussion type of class

is sometimes used for instruction.

The newspaper agrees to pay the veteran a progressively increasing scale of wages over the training period as he advances in skill and knowledge. For instance, after the first three months the newspaper would pay \$115 instead of \$110, and the government would supplement that with \$85 instead of \$90, keeping the total of \$200 per month constant.

Accurate records of the veteran's progress in his on-the-job training are to be kept by the instructor, and upon the Veterans Administration's request, he furnishes such information as they may desire concerning wages, related instruction, or progress of the veteran.

**T**O get the program started, the newspaper must inform the state director of vocational education of its desire to

**A**LLOWANCES under the G.I. Bill of Rights to supplement beginners' newspaper pay is one of the many uses to which veterans are putting Uncle Sam's "on-the-job" training. Its evident wide use came as a surprise to the editor of *The Quill* who, like most metropolitan newspapermen, is in relatively little direct contact with "beginners" *simon pure*.

Tom Rice is himself a veteran in his senior year of journalism at the University of Illinois. He is president of the Illinois chapter of Sigma Delta Chi. Before returning to college, he flew 28 missions as an 8th Air Force gunner and won the Purple Heart and three oak leaf clusters on his Air Medal.

Like so many ex-G.I.'s now on campus, Tom is married and feels the opportunity of earning better than starting pay is of prime importance to undergraduates and others planning newspaper careers. As a check against possible late developments, the article was submitted before publication to an expert in the Veterans Administration.



Thomas E. Rice

institute an on-the-job training program and request the necessary forms. Two copies of the completed form "Proposal for On-the-Job Training in Business Occupations" are submitted to the director.

To the above form the newspaper should attach a schedule of on-the-job experiences and a related instruction plan. The director's office will have copies of these outlines which will be sent if requested.

When the State Board for Vocational Education notifies the employer that his plan is approved, the employer will obtain from the trainee veteran his "Certificate of Eligibility and Entitlement." This must be endorsed by the veteran and employer and sent to the Veterans Administration, together with the Certificate of Enrollment.

Many editors are realizing that a beginning salary supplemented by the government allowance makes an attractive arrangement and will attract above-the-average men. There are being over cautious, feeling the training program is a little too complicated.

**A** GENERAL outline for the editorial department would contain periods during which all phases of editorial work are studied, such as interviewing, copyreading, use of pictures, typography, and all types of reporting.

The following outline is being used by the Champaign-Urbana (Ill.) *News Gazette* for its on-the-job training for two veterans in advertising: (1) Instruction in the fundamentals of advertising; (2) Layouts; (3) Copywriting; (4) Type families; and (5) Selling advertising. This program covers a period of three years. "Class" is held for three hours one night each week.

As with many good things, the on-the-job training program as it now stands has a minor drawback. The veteran may have to wait four or five months for his first check. Thereafter it will arrive on the first of the month.

As administrative bugs are ironed out, the waiting period will undoubtedly be shortened. The veteran's first check will be retroactive, of course, to the time he started work.



**CONVENTION KEYNOTER**—President Barry Faris, editor-in-chief of INS, will open convention sessions Friday morning, Nov. 22.

**P**LANS are completed for the 27th national convention of Sigma Delta Chi to be held at the Stevens Hotel, Chicago, Nov. 22-24, with a record attendance expected for the first meeting of the fraternity since 1941.

Nationally prominent speakers will address the convention, developing the underlying theme of "Responsible Journalism" as a means for lasting peace. Coupled with the stellar professional program will be an abundance of Chicago hospitality and entertainment for the visiting undergraduate delegates and professional members.

Starting with John S. Knight, publisher of the Knight Newspapers, including the *Chicago Daily News*, at luncheon Friday, Nov. 22, the convention program will provide a forum for leading men of journalism to present a well-rounded discussion of current problems affecting the press and radio in the postwar world. Other convention headliners include:

**KENT COOPER**, executive director of the *Associated Press*, who as host to the convention of delegates at the Saturday morning breakfast, Nov. 23, has invited Chicago newspaper publishers as guests.

**WILLIAM L. LAURENCE**, New York *Times* science writer and Pulitzer Prize winner, who will speak at the Saturday night banquet on "The Atomic Future."

**ENGENE PULLIAM**, Indianapolis *Star* publisher and a founder of the fraternity, speaking on "Sigma Delta Chi: In Retrospect."

**WILBUR FORREST**, New York *Herald Tribune* assistant editor and president of the American Society of Newspaper Editors.

**PALMER HOYT**, Denver *Post* editor and publisher.

**SEYMOUR BERKSON**, general manager of *International News Service*.

The last three will discuss the topic,

"What a Free Press Means for World Peace" in a radio broadcast of the University of Chicago Roundtable over the NBC network from the convention hall on Sunday, Nov. 24.

**FRANK MULLEN**, vice-president of National Broadcasting Company, will speak on the future of television in the field of radio journalism.

**JACK VINCENT**, former Marine combat correspondent will speak on "The G.I. Comes Home."

**November 22-24**

# Convention Program Completed

By George A. Brandenburg

Chairman, Local Arrangements Committee

**L**AST-MINUTE hotel reservations and convention registrations must be made immediately in order to have an accurate check on anticipated attendance. National headquarters urges that members planning to attend the Chicago convention adopt the following procedure:

(1) Send room reservations direct to H. B. Richardson, reservation manager, Stevens Hotel, Chicago.

(2) Send convention registration fee of \$18 direct to Victor E. Bluedorn, SDX executive secretary, 35 E. Wacker Drive, Chicago.

**T**HE registration fee of \$18 covers all convention sessions, including one breakfast, three luncheons, one dinner, annual convention banquet, including



**PROGRAM HEADLINERS**—Eugene Pulliam (left), Indianapolis *Star* publisher and recall early days; Kent Cooper (center), executive director of the AP and host at Knight (right), publisher of Knight Newspapers, luncheon speaker.





taxes and tips, and transportation and tickets to Northwestern-Illinois football game at Evanston, on Saturday afternoon, Nov. 23.

Only the first 150 registered members will receive complimentary football tickets through arrangements made with Northwestern University by Dean Kenneth E. Olson of the Medill School of Journalism, and the Northwestern undergraduate chapter. The Headline Club of Chicago, co-host with the Northwestern chapter, will provide the bus transportation to and from the football game.

**GO ON AIR** — Three leading newspapermen who will discuss world press in an NBC broadcast from the convention hall. Palmer Hoyt (above-left), Denver Post publisher and former SDX president; Seymour Berkson (above-right), general manager of INS, and Wilbur Forrest, assistant editor, New York Herald Tribune and president, American Society of Newspaper Editors (below-right).

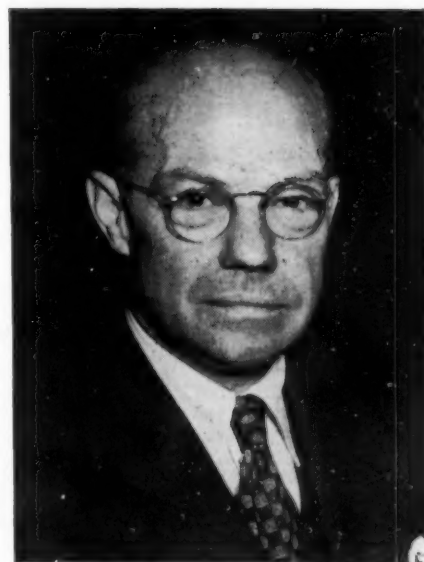
Highlight of the convention entertainment will be the Press-Radio dinner Friday night under the joint auspices of Chicago's five daily newspapers—*Daily News*, *Herald-American*, *Sun*, *Times* and *Tribune*—and five of Chicago's leading radio stations—WBBM, WENR, WGN, WLS and WMAQ.

The evening's all-star program of entertainment is being arranged under the direction of Russ Stewart, Chicago *Times* general manager, and Jack Ryan, manager of the NBC Central Division Press Department, co-chairmen of the Press-Radio dinner.

**O**N Saturday morning, the AP will be host to the Convention registrants for breakfast, at which Kent Cooper will speak, followed by a panel discussion, featuring the city editors of Chicago's five dailies. Those participating in the discussion on the importance of local news will include:

Karin Walsh, *Times*, chairman; Clem Lane, *Daily News*; Harry Reutlinger, *Herald-American*; Paul W. Ramsey, *Sun*; and Stanley Armstrong, *Tribune* day city editor.

Another convention feature will be a facsimile demonstration to be staged by



the Chicago Tribune and WGNB, *Tribune's* FM station, as a part of the Saturday night banquet program.

Col. Robert R. McCormick, *Tribune* editor and publisher, T. J. White, supervisory director of the *Herald-American* and several of the convention guest speakers will be initiated into the fraternity by the national officers at a model initiation preceding the banquet.

**B**ARRY FARIS, *INS* editor-in-chief and national president of SDX, will open the convention Friday morning with a keynote address, to be followed by reports of national officers. The Friday afternoon session will be devoted to an

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ublisher and fraternity founder who will host at convention breakfast: John S.



## Complete Convention Program

### THURSDAY, NOVEMBER 21

6:00 p. m. to 9:00 p. m. Preconvention Registration.

### FRIDAY, NOVEMBER 22

- 8:00 a. m. Registration of delegates and members, Third Floor Corridor, Stevens Hotel. Registration desk will assist delegates in room reservations. Registration fee, \$18.00.
- 9:30 a. m. Business Session. South Ballroom. Call to order by GERALD W. GAMEL, President, Northwestern University Chapter and introduction of BARRY FARIS, National President of Sigma Delta Chi. Roll Call. Appointment of Committee on Credentials.
- 10:00 a. m. Address of welcome by CHARLES WERNER, President, Headline Club, Chicago Professional Chapter SDX and Pulitzer Prize winning cartoonist of The Chicago Sun. Response by President FARIS and keynote address.
- 10:30 a. m. Reports of National Officers, committee chairman. Appointment of Convention Committees.
- 11:15 a. m. Address: "The G. I. Comes Home" by JACK VINCENT, former Marine Corps Combat Correspondent who served at Iwo Jima and other points in the Pacific. (Winner of the Sigma Delta Chi Award in Journalism (1942) for General Reporting.)
- 12:30 p. m. Luncheon—North Ballroom. Address by JOHN S. KNIGHT Editor and Publisher, Chicago Daily News.
- 2:30 p. m. Address. South Ballroom. "A Stronger Professional Organization," by JOHN McCLELLAND, editor, Longview Daily News, Longview, Washington, and National Councillor.
- 3:15 p. m. Report of Executive Secretary by VICTOR E. BLUEDORN.
- 3:30 p. m. Discussion Sessions:
- Roundtable for Undergraduates. South Ballroom. PROFESSOR FRANK THAYER, Vice-President Undergraduate Affairs, winner of the Sigma Delta Chi Award in Journalism (1945) for Research, Presiding.
- Roundtable for Professionals. Room 13, Fourth Floor. GEORGE W. HEALY, Jr., Vice-President, Professional Affairs, presiding. To run concurrently with undergraduate session and to be attended by all Professional delegates and others who wish to attend.
- 6:30 p. m. Press-Radio Dinner and Entertainment. North Ballroom. Hosts: DAILY NEWS, HERALD-AMERICAN, SUN, TIMES, TRIBUNE, WBBM (CBS), WENR (ABC), WGN (MBS), WMAG (NBC), WLS. Dinner and entertainment arranged by co-chairmen, JACK RYAN, Manager, Press Department, NBC Central Division and RUSS STEWART, General Manager, Chicago Times.

### SATURDAY, NOVEMBER 23

- 8:30 a. m. Breakfast. South Ballroom. GEORGE W. HEALY, Jr., Vice-President, Professional Affairs, Presiding. Host: The Associated Press. Welcome by KENT COOPER, Executive Director, The Associated Press. Introduction of Chicago Newspaper Publishers.
- 10:00 a. m. City Editors' Panel. South Ballroom. KARIN WALSH, Times, Chairman, CLEM LANE, Daily News, PAUL W. RAMSEY, Sun, HARRY REUTLINGER, Herald-American, and STANLEY ARMSTRONG, Tribune. Busy city editors of the Chicago Dailies are taking time off to discuss the value of local news and scoops.
- 11:15 a. m. Convention Picture. Assemble in front of Michigan Avenue entrance, Stevens Hotel.
- 11:30 a. m. Departure for luncheon enroute to Evanston by chartered buses.
- 12:15 p. m. Luncheon: El Gaucho Restaurant.
- 1:30 p. m. Departure for Dyche Stadium, Northwestern University.
- 2:00 p. m. Football Game—Northwestern vs. Illinois. Departure for Stevens Hotel immediately following the game.
- 5:00 p. m. to
- 7:00 p. m. Facsimile Newspaper Transmission Demonstration by the Chicago Tribune and WGNB (Tribune FM Station.)
- 7:00 p. m. Model Initiation. West Ballroom. Candidates for Professional membership in Sigma Delta Chi will be initiated. National Officers will conduct the initiation.
- 7:30 p. m. Convention Banquet: North Ballroom. President BARRY FARIS presiding. Introduction of Distinguished Members and Guests. Announcement and Presentation of the Fraternity's Undergraduate Awards. Presentation of the Fraternity's Courage in Journalism Awards, 1944, Milwaukee Journal; 1945, New Orleans States.
- "Sigma Delta Chi: In Retrospect," by EUGENE PULLIAM, Publisher, The Indianapolis Star and a founder-member of Sigma Delta Chi.
- Address: "The Atomic Future," by WILLIAM L. LAURENCE, Science Writer, New York Times, and Pulitzer Prize winner.

### SUNDAY, NOVEMBER 24

- 9:00 a. m. Business Session. South Ballroom. WILLARD R. SMITH, Chairman of Executive Council, presiding. Reporting of Executive Council. Committee

reports. Unfinished business. New business. Election and Installation of National Officers.

Address: "The Future of Television in Radio Journalism," by FRANK MULLEN, Vice-President, National Broadcasting Company.

- 12:30 p. m. University of Chicago Roundtable NBC Broadcast. North Ballroom. "What a Free Press Means for World Peace." Panel Discussion by: WILBUR FORREST, President, American Society Newspaper Editors and assistant editor, New York Herald Tribune; PALMER HOYT, editor and publisher, Denver Post; and SEYMOUR BERKSON, general manager, International News Service.
- 1:00 p. m. Luncheon. North Ballroom.
- 2:00 p. m. Service of Remembrance. South Ballrooms. LEE A. WHITE, Detroit News, Director of Public Relations, presiding. Memorial Services in honor of the members of the Fraternity who have died since the last convention.
- 3:00 p. m. Final adjournment.
- 3:15 p. m. Executive Council meeting.

## Three Members Taken by Death

THE deaths of three Sigma Delta Chis, two of them Indiana University alumni, have been reported since the last issue of THE QUILL.

Walter H. Crim, publisher of the Salem (Ind.) *Republican-Leader* and a former vice-president of the National Editorial Association, died late in the summer. Long an enthusiastic member of Sigma Delta Chi (Indiana Professional '32) he had also served as president of the Indiana Republican Editorial Association and of the Indiana University Alumni Association.

The death of Sgt. Walter McElvain (Indiana '39) at Percy Jones Hospital, Battle Creek, Mich., was reported by his mother, Mrs. S. N. McAlvain of Bloomington, Ind., who found the young soldier's Sigma Delta Chi records among his effects after his death.

"Mac" was news editor of the Bloomington *World Telephone* when he entered the Army in 1943. He saw combat service in Germany as a member of the Signal Corps attached to General Patch's 7th Army. He escaped battle wounds only to be stricken with Hodgkinson's disease which cost his life nearly a year after V-E Day.

The third death was that of Fred L. Holmes (Marquette Professional '42), well known writer on Wisconsin and Catholic historian who was stricken while speaking at the centennial ceremonies of his native Waukau, Wis., in mid-summer. His books included "Alluring Wisconsin," "Old World Wisconsin," "Badger Saints and Sinners" and "The Voice of Trappist Silence."

Curtis Billings (Wisconsin '25) made his first appearance as a writer of fiction in the September *Esquire*. In "A Break for Charlie" a barber meets—and defeats—a Chicago gangster.

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# Convention

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open discussion of undergraduate chapter affairs.

Sunday morning will be given over to convention business, including the report of Willard R. Smith, Milwaukee *Journal* Madison Bureau and chairman of the fraternity's Executive Council. Lee A. White, Detroit *News*, past president of SDX, will preside at the service of remembrance in honor of deceased members at the closing session Sunday afternoon.

Undergraduate awards will be presented at the Saturday night banquet. These awards will include student newspapers, photography, chapter efficiency and professional achievement. Chairmen of the four judging committees are:

John Paul Jones, University of Illinois, newspaper contest; Floyd G. Arpan, Northwestern University, photography; A. A. Applegate, Michigan State College, chapter efficiency; and Clay Schoenfeld, editor of the *Alumnus*, University of Wisconsin, professional achievement.

**M**EMBERS of the local arrangements committee for the convention, in addition to the chairman, are Basil L. Walters, executive editor, Knight Newspapers, Chicago *Daily News*; Lou Shainmark, managing editor, Chicago *Herald-American*; Frank Taylor, assistant publisher, Chicago *Sun*; Don Maxwell, assistant managing editor, Chicago *Tribune*; Don Kelley, director, public relations, CBS; Ell Henry, publicity manager, ABC; Bruce Dennis, publicity director, WGN-MBS; George Gallati, Chicago news editor, *INS*; William Canfield, secretary-manager, Inland Daily Press Association; William Ray, manager, news and special events, NBC Central Division; Carl Kesler, state editor, Chicago *Daily News*; Farnham F. Dudgeon, editor-in-chief, *Western Newspaper Union*; Prof. Elmo Scott Watson, Medill School of Journalism; and Gerald W. Gamel, president, Northwestern chapter, SDX.

The Stevens, facing Lake Michigan and



**SPEAKERS**—Frank Mullen (above-left), NBC vice-president who will speak on television in radio journalism; William L. Laurence (above-right), New York Times science editor and winner of Pulitzer Prize who will address banquet on "The Atomic Future"; Jack Vincent (below-right), former Marine Corps combat correspondent who will speak on "The G.I. Comes Home."



Chicago's famed lake front park across Michigan Avenue, is considered the world's largest hotel with its 3,000 rooms. All business and social sessions of the convention, except the football trip to Evanston, will take place in the big hostelry.

A complete program, by days and hours, is given on Page 14 of this issue of *THE QUILL*.



# Case History

[Concluded from Page 8]

material. I teach magazine article writing in our summer session and have never before had any material put into my hands which will be quite so effective as this in teaching my students the various steps involved in putting together an acceptable article. You are doing an extremely useful thing. . . .

**PROF. HELEN M. PATTERSON**, school of journalism, University of Wisconsin. I thought if you knew how enthusiastic I am about the plan . . . it might be possible for you to send some additional copies.

**PROF. RAYMOND B. NIXON**, director, division of journalism, Emory University: It impresses us as one of the most practical aids in magazine article writing which we have yet seen, and we intend to make good use of it in our classes this Fall.

**PROF. HAROLD BLODGETT**, chairman, department of english, Union Col-

lege: No better way could be devised for making . . . (students) . . . see how much has to happen before a word received the finality of print in professional work. You are certainly to be commended. . . .

**DR. RALPH D. CASEY**, director, school of journalism, University of Minnesota: We are greatly pleased . . . (with the *Post's*) . . . brass-tacks description with exhibit material of an article which runs through the various editorial and production processes. This will be very useful . . . in magazine writing and editing courses in the school of journalism.

**DR. JOHN E. DREWRY**, Dean, Henry W. Grady school of journalism, University of Georgia: Another member of our faculty, John E. Talmadge, who was for more than ten years with the *New York Times*, and I have gone through this material with much interest. You are rendering a new and important service to professional education. . . . More power to you!

**O**NE of the most interesting comments was received through Professor Elmer F. Beth, acting head of the department of journalism at the University

of Kansas. He asked students in his magazine-writing course to criticize Fact-Writing Case History No. 1. Some comments:

"It gives one the feeling of being on the inside of a major magazine."

"The rejected photographs, with reasons for rejection, seem to me to be especially helpful since we beginning students probably will be trying for markets where we have to furnish our own illustrations."

"The *Post* Case History No. 1 appears helpful to beginning writers in that it shows us that big-time writers must work for their information, too. I felt better about all my rewrites after seeing how hard Pete Martin had to work to satisfy himself before turning in his final draft."

And *Tide*, the advertising magazine, made the pertinent comment:

"For years prospective employers have turned away prospective employees for lack of practical experience. The *Satevepost's* new service for college writing and advertising classes may serve to make up the deficit in at least a couple of professions."



# THE WRITE OF WAY

By William Rutledge III

## Golden Jobs

**F**IRST choice of a job is in the newspaper field, for most journalists. Probably, the ump-teenth choice would be on the editorial staff of a company house organ. Yet, with more familiarity with job opportunities in this growing field, many journalists might find excellent placements.

House organs were quick casualties after Pearl Harbor. Business was regulated and cross-regulated, almost to the exclusion of the usual competitive conditions. The U. S. government, through the demands of the war, converted business and industry into military suppliers.

The gradual abolition of government controls and the inevitable reconversion to competitive conditions will create anew the need and role for house organs. The personnel bureau of Sigma Delta Chi has the inside track on many of these jobs; and those who find an appeal in these opportunities might well heed this word of advice to register at the national headquarters in Chicago.

Journalistic qualifications are only half—the other half, the second half, as far as most of these editorial jobs are concerned. The ability to handle the functions of publication is secondary to a knowledge of the industry or particular field in which that company does business.

**T**HE first requirement of such a journalistic job is eagerness to become familiar with a particular business and a particular company in that business. It may be plumbing in the case of a pipe company; it may be farm mechanization in the case of an agricultural equipment firm, and so on.

There is at least one way in which the house organ field can be divided: (1) employee house organs; (2) customer house organs. The former is a publication that is to the community of employees and their families what the town newspaper is to the community. The latter is a publication circulated among established and prospective customers to hold and expand business.

The house organ is first and foremost a goodwill proposition. It may serve the function of sponsoring goodwill between a management that spreads over many states and reaches up into the clouds of high finance and the thousands of everyday workers who make up the bone and sinew of the corporation.

Or, the house organ may serve the function of developing goodwill between a huge corporation and its rank and file of customers who make possible the dimensions and strength of the company that might otherwise seem aloof and disinterested.

**S**OME house organs are small leaflets; while others may approach national magazines in editorial exactions and circulation. The automobile companies, before the war, had elaborate house organs available to dealers, in most plants, in large quantities to be imprinted and distributed by the dealer.

Not only corporations, but labor unions, fraternal organizations, and thousands of the clubs throughout the nation—and there never was a race of people with the passion for joining that has been a characteristic of the American people—all have their publications and periodicals. There are thousands of editorial jobs in this boundless field.

These jobs require specialized knowledge.

They require editorial specialists. This special knowledge is primary; journalistic qualifications secondary.

House organ publishers will realize, sooner or later, that journalistic training and experience will pay off in giving their periodicals the capacity to do the jobs to which they are assigned. The specialized knowledge is important, but it certainly can be acquired. Applicants in Sigma Delta Chi ranks might do well to stress this point.

If you're scouting around for a journalistic placement, this field merits your investigation, consideration, and efforts to break into it.

See you next issue!

## Businesspaper

[Concluded from Page 9]

more than the layman ever suspects.

A worthy businesspaper adroitly binds together all elements of an industry, promotes harmony, encourages progressive thinking, contributes to research, exposes bad practices, drives out alien influences, promotes efficiency of operation and teaches better practices and sounder policies.

A worthy businesspaper is indispensable to its industry in that it serves as an open forum on all matters affecting it. Its advertising columns also do a specialized and highly important job for its advertisers. I sincerely believe that without an independent press there is not a business in our democratic America that would not promptly suffer severely.

That's probably the main reason why I like the work in which I am engaged. I get a great deal of satisfaction from knowing that each issue of our magazines serves a real and worth-while purpose.

**T**HE modern businesspaper furnishes unlimited opportunity for personal initiative, creative thinking and the full play of journalistic abilities.

The businesspaper staffman is a specialist. He knows in advance—or soon learns—all about the industry his magazine serves.

The businesspaper editor is umpire, objective observer, counsellor, historian and friend-in-need to his industry and those who compose it. His is the self-appointed task of giving credit where credit is due; reprimand where it is due. His is the task of reconciling divergent viewpoints, healing business wounds,

adroitly settling controversies, and speaking bluntly and courageously when the occasion arises.

The businesspapers of this country are a great collective power, unharnessed it is true, but probably the better because of that. You get a picture of the degree of job opportunity they offer when you consider that there are more than 1,600 businesspapers in the U. S. with a combined readership of 25 million representing management in every field of enterprise.

When I got into businesspaper work I looked at the businesspaper field as a stepping stone from which I soon would leap lightly to fame in the general interest magazine domain. I've long since lost any desire to become editor of a popular weekly or monthly magazine with circulation in the millions because I know I would never find any more satisfying work than that which is mine today.

The subscribers to our two insurance papers form an audience that is interested in everything we write and print. To a journalist, reader reaction—regardless of whether it be positive or negative—is a coveted thing. It is ever-present in the businesspaper field.

**B**USINESSPAPER publishers recognize the value of editorial work to a greater extent than publishers in other fields.

How many times have you heard the man who holds the purse strings say, out of the side of his mouth, that editorial help was a dime a dozen? When I was in daily newspaper work that was drummed into me to such an extent that I actually began to believe it.

Is it true in the businesspaper field? A thousand times no! The editorial staff of a businesspaper is its mainstay. The editorial staff is what makes a businesspaper tick and everyone from the publisher to the office boy is well aware of it.

And this recognition of the importance of the editorial work is quite generally echoed very pleasingly every time the ghost walks.

**I**F you have reasonable intelligence and talent you can reasonably expect to be successful in the businesspaper field.

It doesn't take rare genius to make your mark in the businesspaper field, but it does take something on the ball. As in other fields of journalism there is no room at the top for carelessness, stupidity, or laziness.

In the case of the young journalism graduate I would advise seeking a berth on a paper serving an industry, if possible, with which he is familiar.

My father has been in the insurance business all his life and, therefore, I gravitated naturally to insurance journalism (after sampling almost everything else in the book).

But, regardless of what field of business, or what profession you are most interested in, you will find a number of good, substantial, thriving businesspapers serving it. And if you aren't afraid of work, if you have a genuine desire to learn, and if you actually have an aptitude for writing and editing, there's a good spot for you somewhere in the businesspaper field. . . . IF you'll only take the trouble to look for it.

THE QUILL for September-October, 1948



## Race Tolerance Campus Press Convention Topic

**T**AKING for their central theme the responsibility of the collegiate press in promoting racial tolerance, 750 delegates were expected to assemble for the 22nd annual convention of the Associated Collegiate Press at the Continental Hotel in Chicago, October 24-26.

Plans were announced by Fred L. Kildow (Wisconsin '23), Director. The Medill School of Journalism at Northwestern University was host to the advisers, editors, business managers and staff members of campus newspapers, magazines and yearbooks, representing 1,000 colleges throughout the country.

A program designed to further racial tolerance through college publications was planned to include some 30 sectional meetings for newspaper, yearbook and magazine delegates. In addition, special short courses designed for editors were offered.

**H**OWARD BLAKESLEE (Purdue Professional '31), Associated Press Science editor, headlined the list of speakers. One of the world's outstanding writers on scientific subjects, Blakeslee covered the Bikini atomic bomb tests. His vivid, yet clear, manner of reporting complicated news of science has won for him a number of journalistic awards, including the Pulitzer Prize and the George Westinghouse award for outstanding science writing.

Dr. William Lindsay Young, vice president of the National Conference of Christians and Jews, was scheduled to speak on "The Promotion of Tolerance Through College Publications."

Other speakers scheduled included John Paul Pones (Florida '37), professor of Journalism at the University of Illinois, John E. Stempel, (Indiana '23), director of the department of journalism, Indiana University, and Sister Mary Madelena, moderator of the student newspaper at Mundelein College, Chicago.

**L**OCAL arrangements for the convention were under the direction of Dean Kenneth E. Olson (Wisconsin '20) of the Medill School. The Sigma Delta Chi chapter at Medill also took an active part in planning the convention.

Student delegates were slated to participate in a radio program, "Citizens of Tomorrow," under the direction of Phillip Maxwell (DePauw '24), promotion manager of the Chicago *Tribune*.

Otto W. Quale (Minnesota '40), assistant director of the Associated Collegiate Press, was in charge of all arrangements for the convention.

Raymond B. Howard (Florida Professional '41) is president of a new public relations firm bearing his name in Columbus, Ohio. A former president of the National Editorial Association, he will continue as publisher of the London (Ohio) *Madison Press*. He was assistant conservation commissioner of Ohio under Gov. Bricker and assistant publicity director of the Republican National Committee in the 1944 campaign.

THE QUILL for September-October, 1946



**SPEAKER—Howard W. Blakeslee, Associated Press science editor, was scheduled as a program headliner at the convention of the Associated Collegiate Press in Chicago.**

## Teaches New Course In Public Relations

**C**OURSES in basic public relations and trade paper techniques were begun this Fall at the Denver extension center of the University of Colorado. They are under the direction of Harry E. Shubart (Colorado '30), former Chicago and Detroit newspaperman now advertising and public relations manager of Shwayder Brothers. The public relations course is designed both to guide business executives and to instruct those planning on careers as publicists.

Harry Shubart returned to Denver after service as an Army Air Force major during which he founded *Plane Facts*, the magazine that instructed ground crews from Europe to the Far East. Previously he had been a Chicago and Detroit reporter and city deskman, managing editor of *Advertising Age* and public relations director for the University of Chicago.

Organization of Ridings & Ferris as a Chicago public relations firm and a member of a network that includes offices in New York and Hollywood was announced this summer by Paul O. Ridings (Missouri '39), as president. The firm will continue the business organized by Ridings as News Associates, the publicity division of the Bob White Organization, food consultants. Ridings bought this business from White and joined forces with Earle Ferris who heads publicity firms specializing in radio in New York and Hollywood. Paul, former public relations director at the Illinois Institute of Technology, has written several articles for *THE QUILL*.

Herbert J. Zukauskas (Penn State '43) is public relations manager for the Beckwith Machinery Company at Pittsburgh. He is also a member of Alpha Delta Sigma, advertising fraternity.

## Mark Centennial of California's First Newspaper

**T**HE centennial of the printing of the first California newspaper with rusted type on coarse cigarette paper, August 15, 1846, at Monterey was celebrated when 350 attended a luncheon at the Los Angeles Biltmore Bowl.

Sponsored by The American Institute of Journalists, Los Angeles professional chapter of Sigma Delta Chi, tribute was paid to the two pioneers, Walter Colton and six-foot eight-inch Robert Semple of Kentucky whose four-page *Californian* started newspaper history in the state a month after Monterey was captured.

Palmer Hoyt, publisher of the *Denver Post* and domestic director of OWI during the war, flew from Denver to speak at the colorful celebration.

**A**FTER expressing concern over failure of the current United Nations meeting to consider implications of the new technical warfare and the atomic bomb in its plans for world peace, Hoyt gave a simple definition for freedom of the press: "Who goes to jail for printing what?"

"This country must continue to fight for elimination of political censorship," he said. "Outside of absolute obscenity, you can publish any political views running the whole gamut from left to right."

"Even though the iron curtain blots out the simplest facts in Russia, there is no reason why the rest of the world shouldn't know from its leaders the frightful compulsion the atomic bomb connotes and of the desperate need for an enduring peace based on man's sacred right to know."

**F**OLLOWING a proclamation from Governor Earl Warren declaring the day a milestone in progress of the Fourth Estate, Douglas Fairbanks Jr. read to the luncheon guests from the first issue of the *Californian*. In part, the two pioneer editors wrote:

"We shall maintain freedom of the press and of speech and those great principles of religious toleration which allow every man to worship God according to the dictates of his own conscience. . . . We shall urge the organization of interior defenses sufficient to protect the property of citizens from the depredations of the wild Indians."

To dramatize the celebration, copies of the *Californian* printed from the same hand press in Monterey were flown to Los Angeles in 90 minutes. In 1846 it took nine days to cover the same distance on horseback.

Cliff McDowell (Stanford Professional '38), former *Californian* and Oregon publisher, left the Navy with the rank of lieutenant commander to become assistant to Tep Wright, Pacific coast news manager for *Acme Newspictures* and *NEA*. McDowell was radar and navigation officer for the air group attached to the carrier *Shangri-La* and made many combat flights to photograph the Okinawa campaign and the advance on the Japanese mainland.



# *Milton Caniff*

*—a member of Sigma Delta Chi—*

will soon do a daily comic strip to be distributed jointly by King Features Syndicate and the Chicago Sun Syndicate.

**MORE THAN 200 NEWSPAPERS HAVE ALREADY BOUGHT THIS STRIP SIGHT UNSEEN**



## WHO - WHAT - WHERE

Walter G. Curtis (Wisconsin '42) has succeeded Lowell Freeland (Indiana '38) as editor of the *National Publisher*, monthly magazine of the National Editorial Association. Freeland, who served in the Marines during the war, has gone to the Coolidge (Ariz.) *Examiner*. Curtis was an infantry lieutenant who served as PRO in Texas and Arkansas.

Burt Cochran (Kansas '21), has been elected a vice-president of McCann-Erickson, advertising agency with offices throughout the world. Cochran is manager of the company's activities in Southern California with headquarters in Los Angeles.

Paul Brickman (Ohio University '46) has been named assistant director of public relations for the Dayton Rubber Manufacturing Co. A graduate of the Ohio University school of journalism, Brickman is a veteran of World War II and goes to his new job from the Athens (Ohio) *Messenger* editorial staff.

R. E. Wolseley (Northwestern '28), assistant professor of journalism in the Medill School of Journalism, Northwestern University, became an associate professor at the Syracuse University school, effective this Fall. He reported for Reading (Pa.) papers and was managing editor of the Evanston (Ill.) *News-Index*.

H. M. Steaton (Kansas State '34) of the Seaton Publications of Manhattan, Kas., is chairman of the recently organized first district of the Kansas Press Association. Harry E. Valentine (Kansas '36) of the Clay Center *Dispatch* is secretary-treasurer.

Robert H. Estabrook (Northwestern '39) has been an editorial writer on the *Washington Post* since his release from the Army early this year. During the war he served as a captain in the information and education service and published a G. I. newspaper in Brazil.

Paul J. Boxell (Indiana '40) has become director of public relations for the Farnsworth Television and Radio Corporation at Fort Wayne, Ind., after three and a half years with the Marine Corps as a public relations aide to Gen. A. A. Vandergrift. Before the war he was on the staffs of the Indianapolis *Times* and the *United Press*.

Robert Rathbone (Kansas State '42) has returned from World War II service to become assistant extension editor at North Dakota State College.

E. L. Barringer (Wisconsin '25) has become editor of *Fleet Owner*, trade publication of automotive and gas and oil fields. He was formerly on the staff of the *National Petroleum News* and has written many technical articles for other magazines.

Beverly Jones (California '25) has resigned as associate producer of the March of Time to join the Hollywood staff of Audience Research Inc. He left the Army last January with the rank of major after serving as a member of the orientation film unit under Col. Frank Capra. He helped make the "Why We Fight" series for the Army and spent one year in Iran filming lend-lease activities.

THE QUILL for September-October, 1946



Robert Bull II

**R**OBERT BULL II (Butler '26) is the new director of public relations for the National Dairy Council, with offices in Chicago. He will direct an expanded program of information on the uses of dairy products.

A native Hoosier, Bull has had twenty years' experience as newspaperman, radio writer and commentator, magazine editor and publicist. He is the author of a journalism textbook, "ABC of News Practice."

Luman G. Miller (Kansas State '37) has returned from two years service as a lieutenant (j.g.) aboard the carrier *Bonhomme Richard* to resume his post as editor of the Belleville (Kas.) *Telescope*.

Walter M. Taylor Jr. (Texas '45) is news editor of the Hays (Kan.) *Daily News* where he is experimenting with streamline typography. He writes in praise of "one of the most cooperative backshop crews to be found anywhere."

James C. Kiper (Indiana '32), former national executive secretary of Sigma Delta Chi, has joined James M. Irwin and Associates, management consultants, in New York City as a group executive. Jim had done public relations for Monsanto Chemical Co. in St. Louis and for N. W. Ayer & Son in New York since leaving 35 East Wacker Drive.

## Sigma Delta Chis Take Tribune Posts

Three members of Sigma Delta Chi are among new officers named at the September meeting by the Tribune Company, publisher of the Chicago *Tribune*, and affiliated companies.

J. Loy Maloney (Chicago Professional '44), managing editor of the *Tribune*, was elected secretary of the Tribune Company. Chesser M. Campbell (Michigan '21), advertising manager of the *Tribune*, became treasurer, and F. M. Flynn (Missouri '24), business manager of the *New York News*, became general manager of the News Syndicate Co., publisher of the *News*.

# EMPLOYERS!

If you have a vacancy on your staff, consult the Personnel Bureau of Sigma Delta Chi.

We have applications on file from all parts of the country, from men educated, competent and experienced. Whether you need a newspaper, magazine, radio, publicity or advertising man—in any capacity from the top down—get in touch with us.

NOTE: The Personnel Bureau has a number of listings of members interested in the purchase of newspaper properties.



## The Personnel Bureau

another Sigma Delta Chi service

Victor E. Bluedorn, Director

35 E. Wacker Drive

Chicago 1, Illinois

# THE BOOK BEAT

By DICK FITZPATRICK

**T**HE top assignment among the corps of Washington newspapermen is that of White House correspondent.

Although at times in reading "Thank You, Mr. President: A White House Notebook" (Harper & Bros., New York, \$2.50), by Merriman Smith, White House correspondent of the *United Press*, one might not envy them.

Even with press secretaries, the life of a White House correspondent is not all sweetness. Some of Smith's descriptions of trips with Presidents Roosevelt and Truman would lead readers to think, "Thank God, I don't have that job." At other times, one might even say, "Lucky fellow."

Smith's book is a needed contribution to the literature of American journalism. At the same time, it is interesting, informative and witty, and can be read by all with profit. Especially to men handling press association copy out of Washington—particularly that dealing with presidential press conferences and White House announcements—it affords a better understanding of the importance of the dispatches.

Editorial writers throughout the country could profit by reading the book which would enable them to read between the lines. Even though White House news stories strive to be factual, honest and objective, on certain important stories reading between the lines is beneficial to persons wishing to comment in the hope of molding opinion.

**F**ROM the standpoint of journalistic operation, Smith's initial chapter, "On Being a White House Correspondent," is the only place in book form that one can get an excellent idea of what life is as a Washington correspondent in a concise and accurate way.

The book is also a study in the personalities of two presidents—Roosevelt and Truman. This makes interesting reading for any American. And the observer, since he represents one of the major press associations, has stood in the front row at press conferences for five years and is now senior correspondent at the White House. As such, Smith is the one who gauges when questioning should end and says, "Thank you, Mr. President," indicating the end of the session.

The book is filled with many interesting anecdotes about Washington newsmen. Smith includes stories about Jack Doherty (Washington professional '44), White House correspondent of the *New York Daily News*; William Murphy, Jr. (Washington professional '45), former chief Washington correspondent of the *Philadelphia Inquirer* and now publicity director for the Republican National Committee; Douglas Cornell (Washington professional '46), former White House correspondent for the *Associated Press*, and others.

Throughout his book, Smith makes many references to wartime censorship on the movements of the Chief Executive which indicate the stupidity of much of that censorship. Smith also shows that when the 1944 presidential campaign came up and FDR needed publicity, some of the censorship bans were lifted and

were promptly put back on after the election.

Written in a direct, informal and amusing manner, there has been no book published this year which gives one so much interesting information in such a relaxing and enjoyable manner.

## Library Additions

**T**HREE books have been published in recent months which are all worthy candidates for inclusion in every serious newsman's library.

"Nothing to Fear" (Houghton Mifflin Co., Boston, \$3.75) contains the selected addresses of Franklin Delano Roosevelt from 1932 to 1945, edited with notes and a biographical introduction (four and a half pages) by B. D. Zevin and a preface (one and a half pages) by Harry L. Hopkins.

The 457 page book contains 62 speeches, a 4-page index, and seven photographs. It is beautifully bound and the typography is excellent. No matter what side of the fence you were on politically regarding FDR, he was still one of the most forceful persons in American history. These speeches give much of his underlying philosophy and his outlook on the world. Therefore, they have a place in every library. FDR's words read very well.

With no political likes or dislikes involved, Henry Davidoff has crowded more than 15,000 pithy sayings, from 25 languages, into 526 pages, indexed them by subject and author and the result is "A World Treasury of Proverbs" (Random House, N. Y., \$3.00). The collection is enhanced by the editor's inclusion of only proverbs which are under 20 words in length. The type is large enough to be very readable. You cannot go wrong by buying this book for yourself or as a gift.

You are guaranteed your money's worth in "The Pleasure of Their Company: An Anthology of Civilized Writing" (Alfred A. Knopf, N. Y., \$5.00) edited by Louis Kronenberger, who also contributes a 14-page introduction.

The 21 selections include a complete novel by Henry James and one of Congreve's plays. Also you'll find some of Huxley, Gibbon, Voltaire, Maupassant and 14 others.

The book contains pieces, which to Kronenberger, "are examples of that large literature inspired by worldly experience, or the comic sense of life, or its civilized point of view; the literature in which urbanity, irony, elegance, skepticism, sophistication, wit, play or leading part. This is the literature of men and women who have noted and understood, exposed or embellished, the way of the world."

If you are unfamiliar with any of these authors, you should get acquainted. The selections when read together, make up a top collection of reading. Every newsman would enjoy this book without qualification.

## Comment on Current Fiction

**A** HIGHLY readable, drama-packed story is "The American" (Duell, Sloan & Pearce, New York, \$3.00), by Howard Fast. Although this 337-page

book is supposed to be a novel, it tells the story of John Peter Altgeld, a liberal reformer who was governor of Illinois in the nineties.

Fast takes some very dramatic incidents from Altgeld's life, changes their sequence and throws in a lot of imaginary conversations and calls it a novel. It isn't really a novel nor is it history or biography. If one wants to get very technical, there are many inaccuracies in the book. But since Fast chooses to call it a novel factual inaccuracies aren't worth commenting. Midwestern historians will believe the book is a perversion of history but to the average reader it's a fast-moving story.

In 280 pages ex-newsman Clyde Brion Davis tells a good, but not exceptional, story of a reporter who turns out to be a superb guesser and goes from Denver to New York for a major press association. The simple but perfect Denver girl he forgets for a glorious, cold blonde, who marries him and while he is a war correspondent, takes off with another guy. The story closes with the hero, disillusioned about life, calling the nice girl in Denver. The book is "The Stars Incline" (Rinehart and Co., N. Y., \$2.75). The author also wrote "The Great American Novel."

If you like stories about the West, read "Eagles Fly West" (Macmillan Co., N. Y., \$3.00) by Ed Ainsworth, editor of Los Angeles *Times*' editorial page. The long (447 pages with about 450 words per page) book tells about a young reporter on Bennett's old New York *Herald* who goes to California to settle and to win a girl he caught a glimpse of in New York.

Sometime when you have absolutely nothing to do and cannot get to sleep and somebody gives you gratis a copy of "Please Send Me Absolutely Free" (Harper & Bros., N. Y., \$2.50) by adman Arkady Leokum, read it. The book should be read only under those conditions and even then you will think it is very, very terrible. The main character is unreal and the plot is phony. The book is a waste of 337 pages of paper per copy.



## Official SDX Ring

The classic simplicity of design with smoothly curved and polished shanks and large black onyx stone make a ring that will always be beautiful and in good taste. The onyx proudly displays your Sigma Delta Chi enameled badge panel.

	10 K Gold	Sterling
Black Onyx .....	\$18.00	\$8.75
Black Enamel Top .....	16.50	7.25
Signet Top .....	15.75	6.50

20% Federal tax and any state tax in addition.

All orders must be placed with  
Sigma Delta Chi Headquarters  
35 East Wacker Drive  
Chicago, Illinois

**L. G. BALFOUR CO.**  
ATTLEBORO MASS.





## INTERNATIONAL NEWS SERVICE CODE OF ETHICS

1. The "Canons of Journalism" of the American Society of Newspaper Editors, that dictate responsibility, freedom of the press, independence, sincerity, impartiality, fair play, and decency, apply in their entirety to wire news as well as to the publication of an individual newspaper.

2. News shall never be colored, distorted, exaggerated, slanted, misinterpreted or so written that it may lead to misinterpretation by editors, headline-writers, or readers. This applies not merely to direct statements, but equally to omissions of qualifying circumstances and pertinent context.

3. Accurately presented news in itself is often sensational, but "sensationalism" in handling the news is strictly forbidden and will not be condoned.

4. The spirit of lively competition among the news services is healthy, sound, and productive of the greatest contributions to American journalism. It shall be fostered insofar as it stimulates enterprise, individuality, and craftsmanship, but not when it conflicts with the best interests of public service.

5. The "beat" is recognized as a measure of alert journalism only insofar as it is accurate and complete. Beats that are inaccurate menace public confidence in the press. Accuracy must always

take precedence over speed. "Get it first, but—FIRST get it RIGHT."

6. INS correspondents are chosen for their professional competence, their maturity, and their sense of responsibility. They must display these characteristics at all times in their handling of the news.

7. INS correspondents shall be chary of accepting confidential, "off the record" information when there are other legitimate sources of the same information that are not confidential; but a confidence, once accepted, must be respected absolutely.

8. Controversial matters cannot be considered adequately or accurately covered unless both sides of the question are reported with utmost fidelity and without the slightest trace of bias.

9. INS must observe standards of good taste as high as the highest standards of the newspapers we serve.

10. INS recognizes the obligations which "Freedom of the Press" implies. It dedicates itself to a passionate sense of responsibility to the public and to the sentinels of American liberty—the newspaper editors of the United States.

# INTERNATIONAL NEWS SERVICE

# Capital Comment

By DICK FITZPATRICK

**W**ASHINGTON — Politics are as usual one of the most important subjects in the nation's capital these days. And a political contest of particular interest to Sigma Delta Chi is one between two members of the fraternity for one of California's seats in the United States Senate.

The Republican contender is William F. Knowland (Stanford Professional '36), assistant publisher of the Oakland (Calif.) Tribune, who at present holds the seat. Bill, who had been a member of the California state legislature, was a major in the Army and last year while in Paris was named to fill the unexpired term of the late Hiram Johnson.

The Democratic candidate is Will Rogers, Jr., (Stanford Professional '38), publisher of the Hollywood Citizen, who resigned his seat in the U. S. House of Representatives to go on active duty with the Army.

Both candidates are veterans, newspaper publishers, in the thirties and though it may have no political significance, members of Sigma Delta Chi.

Another SDX, Senator Raymond E. Willis of Indiana, (Indiana Professional '39), has decided to retire from the national political scene. The 71-year-old Indiana newspaper publisher was one of the United States delegates to the United Nations Food and Agriculture Organization's first plenary session at Quebec last year. We hate to see the Senator go but we know that he wants to get back to his several newspapers and cannot really blame him for that.

**A**LSO a departee from Washington is Frank E. Marsh (Knox '23), manager of the Washington office of the San Francisco Chamber of Commerce. He leaves his present post to become executive vice-president of San Francisco Bay Region Council. Frank was for many years a writer and editor for financial advisory services and served as West Coast Regional Administrator for OPA and as deputy OPA Administrator here in Washington.

He was very active in the Washington professional chapter as a member of the executive committee, roster secretary and chairman of the notification committee. Though this medium, the chapter wishes to express its sincere thanks to Frank Marsh for very valuable assistance during the last two years.

Tom Mechling (Missouri '42) has left Washington after several months with the news staff of WINX, the Washington Post's radio station. After graduating from the University of Missouri in 1942, he got a job as radio news editor for KOA and NBC in Denver and a few months later entered the Army. Last word from Mechling was that he was free lancing in Mexico, according to Bill Gold, (Ohio State, '33),



**FRATERNAL OPPONENTS**—Will Rogers Jr. (left) and William F. Knowland, both Sigma Delta Chis, are in a California race for the United States senate seat now held by Senator Knowland.

radio news editor at WINX. . . . Bill is also an SDX.

After graduation from Ohio State, he worked as a reporter on the Springfield (Ohio) News and later on the Kentucky World. After that he wrote news for Scripps-Howard radio in Cincinnati and about two years ago was named news editor of WINX when it was bought by the Post. . . . Robert Kenneth Richards (Ohio State, '34), editorial director of Broadcasting magazine, reports that the WINX news staff under Gold's direction has scored several top news beats in this city of press releases. Richards says WINX has on several occasions scooped its parent—the Washington Post. . . .

Gilbert W. "Pete" Stewart Jr., (North Dakota '33) has left Washington for ten months and is now in Boston studying economics and finance at Harvard as a Nieman Fellow. He was granted a leave of absence from the Washington bureau of Newsweek. Pete had an assortment of jobs until he joined F.E.R.A., a government agency. He was transferred to Washington and soon landed a job with the United Press here. That was in 1936.

He left UP six years after to become a reporter for the Washington Evening Star. Five months later, he was added to the Washington staff of the Wall Street Journal where he became a specialist on taxation and wrote the WSJ's weekly tax column. In 1944, he joined the Washington bureau of Newsweek. . . .

**B**UT don't get the idea that SDX in Washington are becoming fewer. Here are just a few who were "discovered" recently. . . . Hugh Jackson (Northwestern '31) is assistant head of the Technical Information and Publications Branch of the Office of Naval Research. While at Northwestern, Hugh was secretary-treasurer of SDX and campus correspondent of the Chicago Tribune.

Upon graduation, he became news editor of the Evanston (Ill.) News-Index and then spent two years editing an in-

surance company's house organ. He was co-founder of the Stewart-Howe Alumni Service and worked for it at Wisconsin and Cornell. In 1936, he founded the Wisconsin Sportsman, a monthly magazine. He suspended publication in 1941 and was appointed an investigator for the Civil Service Commission in New Orleans. He worked there and in Dallas and many other Texas cities and then was appointed senior representative of the CSC at Corpus Christi.

He was brought to Washington in 1945 to rewrite and edit the Federal Personnel Manual and early this year joined Naval Research. . . . Bill Galbraith (Washington '45) has joined the Washington bureau of UP. He worked here in Navy Department preparing a correspondence manual for several months previously. . . . Joseph Loftus (Columbia '31) is now with the Washington staff of the New York Times. He worked for the Scranton (Pennsylvania) Tribune while attending the University of Scranton, from which he graduated in 1928. He worked for International News Service in Harrisburg and in Pittsburgh and in 1933 he went to work for the Associated Press in Harrisburg and was later transferred to Philadelphia and then to Washington. . . .

## Joins Medill Faculty

**B**URTON W. MARVIN (Nebraska '35), left his post as telegraph editor of the Chicago Daily News in September to become an assistant professor of journalism at the Medill School of Northwestern University.

A graduate of the University of Nebraska and of the Pulitzer School of Journalism at Columbia University, where he took his master's degree as a Hitchcock scholar in 1937. Burt had been a Daily News staffman for nearly 10 years. He was reporter, copy reader, city desk assistant and cable editor before becoming telegraph editor in 1945.





## The kid with a four-leaf clover

He's one of one million, seven hundred thousand 4-H members—junior citizens with a job to do, a will to learn, and an answer for that old question, "What's the younger generation coming to?"

They could tell you about the boy — with a single calf as a start — who built a flourishing dairy business and a \$20,000 stake by the time he reached eighteen. Or the girl who sewed 241 garments while she "grew up"!

Behind such youngsters is a four-leaf clover symbol which signifies *head, heart, hands, health*. It's the emblem of the 4-H Club, and to young folks on farms everywhere, it brings something far more than luck. It brings them *equipment for living*.

They set their own goals — be it home decoration or higher milk production — and discover the thrill of bettering them. Under the guidance of local club leaders and county extension agents, they keep records of costs, labor, results. They compare notes at meetings — share ideas, show others.

But the real value of 4-H Club work is not to be reckoned in immediate results. It lies in the development of new leaders for the nation's future. We at National Dairy are proud to salute those who choose dairying as a life's endeavor, especially now when greater milk production is a challenging need. Here is opportunity for Youth in towns and cities, too.

*Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.*



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# WARRANTED TO SHRINK

The globe becomes smaller as airplanes push on in their distance-scoffing flights. The peoples of the world are closer joined—whether joined in battle or in peace. The world is shrinking, we say.

But what many of us overlook is the fact that the same shrinkage of interests has been going on for many, many years in your home town and mine—thanks to our local papers.

The news story of a fire in a house many blocks away from your own, the classified advertisement of a woman at the other end of town who wants to sell an icebox you want to buy—do not these tend to reduce your own home town to immediate *neighborhood* size?

So, too, we hope, does EDITOR & PUBLISHER week after week, tend to make the newspaper world more compact—simply by helping newspaper people to know more about one another.



## EDITOR & PUBLISHER

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